

**Library Board of Trustees**

**Library Board of Trustees Meeting**

**Wray Ward Office, 900 Baxter St.**

**Monday, January 25, 2016, 4:00pm – 5:30pm**

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| **Trustees Present** | **Staff Present** | **Others Present** |
| Jennifer Appleby, Chair  Charles Bowman  Dr. Eric Freedman  Molly Griffin  Rob Harrington  Gloria Kelley  Ellen McIntyre  Dr. Leland Park  Charles Thomas  Ed Williams  Hyong Yi | Cordelia Anderson  Frank Blair  Shelley Book  Seth Ervin  Jenni Gaisbauer  Sean Hogue  Lee Keesler  Angie Myers  David Singleton  Teleia White | Leslie Johnson  Mark Kutny |
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**Trustees Absent (with cause)**

Dr. Leland Park

**MINUTES**

Jennifer Appleby called the meeting to order at 4:00 PM.

Mrs. Appleby welcomed everyone to the Wray Ward offices. She thanked the Nominating Committee for bringing Ellen McIntyre and Hyong Yi to the Board and welcomed them both.

Mrs. Appleby congratulated Eric Freedman on submitting a proposal, to the Knight Cities Challenge, for Little Free Library Hotspots. His proposal has made it to the top 150 ideas. She also congratulated Charles Thomas who will begin a new job as program director for the John S. and James L. Knight Foundation.

Mrs. Appleby requested a motion to approve absence with cause for Trustee, Dr. Leland Park. On a motion by Molly Griffin and seconded by Charles Thomas, the Trustees unanimously approved absence with cause for Dr. Leland Park.

Mrs. Appleby requested a motion to approve the minutes from the Board of Trustees meeting held November 16, 2015. On the motion by Ed Williams, seconded by Rob Harrington, the Trustees unanimously approved the November 16, 2015 meeting minutes.

**Finance Committee**

Hyong Yi asked Angie Myers to present the budget update and finance report. Angie Myers reported the following:

**Budget Update**

* Mecklenburg County is currently in the process of producing their 2017-2019 strategic plan.
* The Library’s strategic plan aligns with the County’s.
* The official budget process will begin this week at the Board of County Commissioners retreat. Lee Keesler will be in attendance.

**Finance Report**

* The Library is spending its budget and there are currently no financial surprises.
* There will be $500,00-$600,000 savings in lapsed salaries this fiscal year.
* Program spending appears down but this is due to grants budgets that will carry over to next year.

**Budget Adjustments**

* The Library received $106,135 more from the state than expected.
* The Library received a grant from Bissel Corporation for $36,500 and a grant from Lowes for $75,000 to improve Library public spaces.
* The Library Foundation contributed $28,000 to the Library’s budget to pay for a fundraising system enhancement.

On a motion by Hyong Yi, seconded by Dr. Eric Freedman, the Board unanimously approved the budget adjustments.

**CEO Report**

Lee Keesler reported on the following items:

**Calendar 2016-2017 Outlook:**

* Access--- The Library is keeping the accelerator down on increasing access.
* Capacity--- The conversation around capacity is being elevated. Key conversations include collections, facilities, technology and talent.
* Running the Business and Changing the Business--- Invest equal amounts of energy in doing both simultaneously.
* Funding--- Over the next two years there is an opportunity to gain funds for expenses related to operating, maintenance, technology, capital: CIP, referendum and endowment.
* Planning--- The Library will complete its currently strategic plan in 2017 and will launch into Blueprint that will carry it until 2025.
* Main Library Reinvention--- The 6th and Tryon Committee is moving forward with consultants from DaVinci to create something exciting. Dean Diorio is actively engaged in this process.
* Tempo--- The Library will be letting go of less valuable projects to make way for more important things and to create a more sustainable balance of work.

**FY 2016 Program of Work and KPIs Update---** In an effort to save time Mr. Keesler did not review the entire document but drew the Trustee’s attention to two items:

1. The three-year technology plan will not be completed this year due to a lack of funding.
2. There were 364,000 active cardholders in January.

**Blueprint Update-**-- The Blueprint work teams are poised to deliver a dynamic update on February 22, 2016 on the work they have been doing on Blueprint.

**6th and Tryon Block Re-development Update---** The consultants selected for the project, DaVinici, were in town recently gathering data. The City of Charlotte and Charlotte Center City Partners have expressed interest in being included on the 6th and Tryon Block Re-development Committee. The timeline for this stage of the process puts DaVinci having their portion of work completed by the end of April and by the end of 2017 the Library should be ready to move on renovation.

**Library Foundation Update---** Jenni Gaisbauer provided the following updates:

* A general trend in fundraising that the Foundation is both seeing and experiencing is the raising of more funds from less donors. The Library Foundation is committed to growing its donor base and elevating its current donors through an acquisition campaign. The Foundation will be managing this campaign using a new software called Illuminate.
* The Foundation’s next Board meeting will be held on March 15, 2016 where it will focus on creating a financial reserve policy similar to what the Board of Trustees created last year.

**ONE Access---** David Singleton provided the following updates:

* Lee Keesler, Dena Diorio and Ann Clark attended the ConnectEd symposium in DC to report on the success of ONE Access.
* Because of the huge demand for information on ONE Access, our Library staff have conducted a webinar on ONE Access for NC Libraries to take part in and we have received great feedback from participants.

**Library Collections Update---** David Singleton explained two critical community initiatives the Library is involved in, “Learning To Read” which focuses on 3rd grade literacy and “Reading To Learn”, focusing on educational success and economic opportunity.

One of the Library’s strongest partnerships is with READ Charlotte whose focus is to move the number of CMS 3rd graders reading on grade level from 39% to 80% in the next 10 years. READ Charlotte’s work has led to the creation of a “Book Desert” map identifying areas of need across Mecklenburg County. The Library is one of the only access points for free reading and education support materials for families living in book deserts.

Another strong partnership the Library has developed is with CMS where the ONE Access program has led to 102,000 CMS students actively using library resources. ONE Access has increased the Library’s circulation of children’s digital materials by 50%.

While these initiatives and partnerships are great, there has been a financial impact to the Library. We are seeing increased demand while experiencing flat to declining funding. Funding is not keeping pace with the growth of the community and the mix of funding is unsustainable.

Mr. Singleton went on to explain that with the ONE Access campaign, active cardholders could grow substantially faster than forecasted. Digital circulation is currently growing at 39% per annum and we believe the digital circulation budget will surpass the overall reoccurring collection budget within 5 years.

Compared to our peer libraries, we are below the mean of $5.75 funding per capita, coming in at $3.13 per capita. It is because of these statistics that the Library will focus on increasing our collection budget during this year’s budget process.

After some discussion around what flat or declining funding means for our patron experience, Ms. Appleby asked for a motion to adjourn the meeting.

On a motion by Charles Bowman and seconded by Ellen McIntyre the meeting was adjourned at 5:35 p.m.

Respectfully Submitted,

Lenoir C. Keesler, Jr.